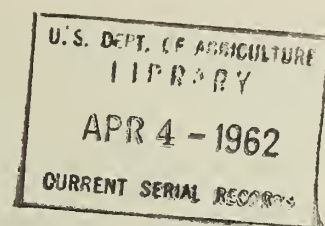


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CONSUMER PURCHASES OF

CITRUS AND OTHER JUICES

January 1962

CPFJ- 125

U. S. DEPARTMENT OF AGRICULTURE
ECONOMIC RESEARCH SERVICE
IN COOPERATION WITH
THE FLORIDA CITRUS COMMISSION

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, canned grapefruit sections, and canned fruit drinks. Beginning with January 1961, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 10,000 household consumers. This is an expansion of the sample of about 6,000 households that was used from 1954 through 1960.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice. However, the data are considered reliable indicators of both trends and relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

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March 1962

Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

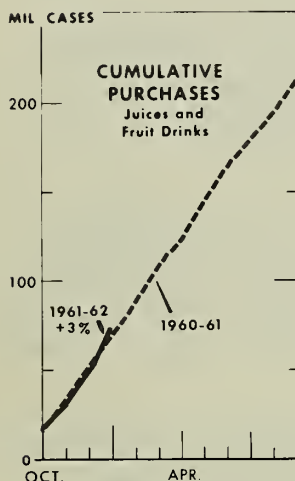
CONSUMER PURCHASES OF CITRUS AND OTHER JUICES
JANUARY 1962

By Clive E. Johnson
Marketing Economics Division
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases by hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons.

HIGHLIGHTS

Consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices and canned fruit drinks in total rose to a record level in January 1962. All individually reported products, except pineapple-grapefruit drink, were purchased in greater volume than a year earlier. Retail prices averaged lower than in the preceding month or a year earlier, but as a result of the increase in volume, consumer expenditures rose sharply to the highest point in the 2 years that comparable data are available.



Retail movement totaled 19.9 million cases on a single-strength equivalent basis. This was a gain of 13 percent -- 2.4 million cases -- over January 1961. Expenditures for these products were up 10 percent to \$66.6 million.

Purchases of frozen orange concentrate increased 25 percent over a year earlier to reach a new peak of 6.6 million gallons. Expenditures also rose to a record level. This one product accounted for 2/3 of the total gain in purchases and expenditures over January 1961. Substantial gains also were made by chilled orange juice and canned orange juice. The share of market for these 3 products rose to 46.3 percent from 42.4 percent.

Use of canned grapefruit juice was up 43 percent, the largest relative gain made by any product. Prune juice was bought in near record volume, and despite a decline in price, expenditures rose to a new high. Purchases of tomato juice were up slightly.

Expenditures for canned orange drink reached a new peak, reflecting near record purchases. This was the only product that increased in price over a year earlier.

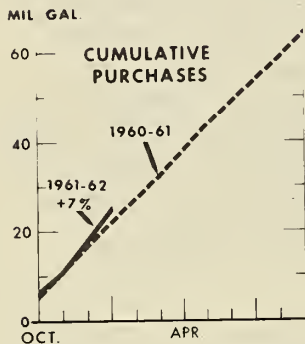
Consumption of miscellaneous canned fruit drinks rose sharply in contrast to a light gain in use of miscellane-

ous canned juices and a decline in use of miscellaneous frozen concentrates.

Purchases of canned grapefruit sections were up moderately to the highest January level for several years.

FROZEN CONCENTRATED AND CHILLED JUICES

NEW RECORDS MADE BY FROZEN ORANGE CONCENTRATE



More families bought frozen orange concentrate in January 1962 than ever before, and purchases rose to a new peak of 6.6 million gallons. ^{1/}

This was a gain of 25 percent -- 1.3 million gallons -- over a year earlier, and a 5-percent gain over May 1957, the previous high month. The share of market rose 3.6 percentage points to 39.1 percent, the largest for about 2 years.

The proportion of families buying was up 1 percentage point from a year earlier to 31.3 percent. This proportion was exceeded only in July 1955, when 31.9 percent of families bought. Nevertheless, because of the increase in population, the number of families that bought in January 1962 was greater.

Purchases averaged 8.3 cans per buying family, considerably more than a year earlier. In the previous peak month (May 1957), purchases averaged 8.9 cans among the 30.8 percent of families that bought the product.

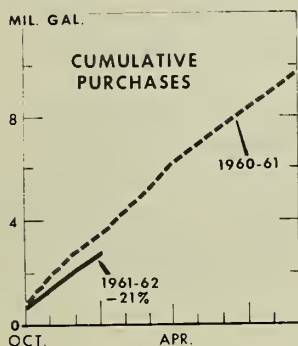
Retail prices were down 1.3 cents to 19 cents per 6-ounce can in January, the lowest for more than a year. As a result of the increase in volume, however, consumer expenditures rose 17 percent over a year earlier, to reach \$26.7 million, as shown in Figure 15. The amount spent for this one product represented 40 percent of the total expenditure for juices and fruit drinks in January. And the gain in spending over a year earlier (\$3.9 million) accounted for about 2/3 of the increase in total expenditures.

^{1/} Monthly and cumulative data in this report for both purchases and expenditures are for 28-day periods to facilitate comparisons. Cases are the equivalent of 24 No. 2 cans...432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for usual size of can as shown in Table 15.

FROZEN CONCENTRATED ORANGE JUICE -- Continued

Cumulative purchases of frozen orange concentrate in the first 4 months of the season (October 1961-January 1962) totaled about 23.4 million gallons, as shown by the chart on the preceding page. This represented an increase of about 7 percent -- 1.6 million gallons -- in volume purchased over corresponding months of 1960-61. Prices averaged higher, and cumulative expenditures of \$98.6 million were up 9 percent. (See page 12.)

MISCELLANEOUS FROZEN CONCENTRATES OFF SLIGHTLY



About 770,000 gallons of miscellaneous frozen concentrates, such as grape, grapefruit, pineapple, or blends, were bought for home consumption in January. Although purchases were down slightly from a year earlier, movement was considerably above levels that prevailed in the more recent months.

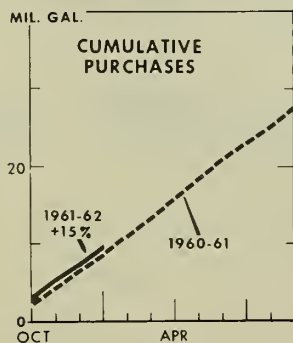
Retail prices averaged 18.6 cents per 6-ounce can, about the same as a year earlier. Consumer expenditures for the product, \$3.1 million, also held about the same.

Cumulative purchases for the season through January were substantially below a year earlier as indicated by the chart at the left.

TOTAL FROZEN CONCENTRATES UP SHARPLY

Total consumption of frozen concentrated juices in January was up 22 percent from the corresponding month of 1961. The gain was considerably greater than those made by canned single-strength juices or canned fruit drinks. As a consequence, the share of market was up about 3 percentage points to 43.7 percent.

CHILLED ORANGE JUICE ALSO SETS NEW RECORDS



A record 5.7 percent of families bought chilled orange juice in January. This was a gain of 1 percentage point over the proportion buying a year earlier. As a result, the volume of purchases increased about 20 percent to a new January high of 2.5 million gallons. Consumption was up only slightly from December, however, in contrast to the sharp rise in use of frozen orange concentrate.

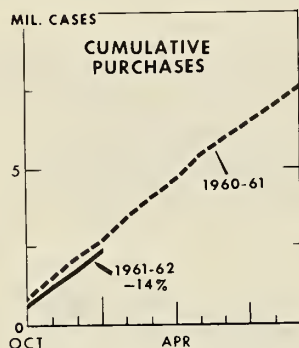
Retail prices dropped to 39.4 cents per quart, the lowest for more than a year. Expenditures totaled \$3.9 million, compared with \$3.3 million in January 1961.

CHILLED ORANGE JUICE---Continued

Cumulative purchases for the season were up 1.3 million gallons from 1960-61, as indicated by the chart on the preceding page. Cumulative expenditures increased 18 percent to \$15.8 million. (See page 13.)

CANNED SINGLE-STRENGTH JUICES

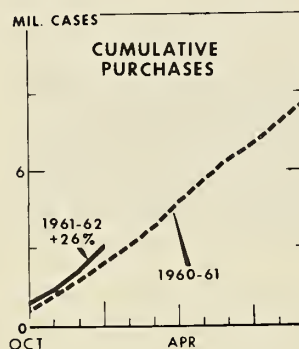
ORANGE JUICE AT HIGHEST LEVEL FOR MORE THAN A YEAR



About 6.3 percent of families bought canned orange juice in January, compared with 5.8 percent a year earlier. The size of purchase was also a little larger, and consumption increased 14 percent -- 83,000 cases -- to the highest level since November 1960. Cumulative purchases for the season, however, remained well below those of a year earlier.

Prices paid were down 2.6 cents from December, and 0.3 cent from a year earlier to 40.5 cents per 46-ounce can. As the decline in price was small in relation to the increase in volume, expenditures were up sharply to \$2.6 million. (See page 14.)

GRAPEFRUIT JUICE UP 43 PERCENT

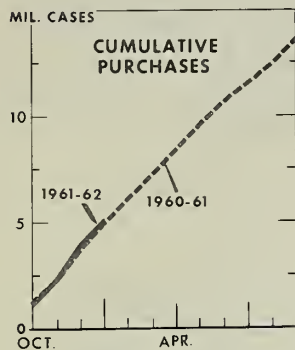


January consumption of canned grapefruit juice was up 43 percent -- 262,000 cases -- from a year earlier. Movement has not been appreciably above this level since early 1958, when purchases climbed to about a million cases. The heavy January volume reflected a gain of 1 percentage point in the proportion of families buying, together with a sharp increase in the average size of purchase.

Retail prices averaged 27.8 cents, 3.3 cents less than a year earlier and 0.9 cent less than the 1955-59 January average. Despite the decline in price, expenditures were up a half a million dollars from January 1960 to \$2.3 million. Except for canned grapefruit sections and for canned orange drink, this was considerably less than spent for other individually reported products.

Purchases for the season totaled 3.1 million cases, well the largest volume for these 4 months since 1957-58. (See page 15.)

PINEAPPLE JUICE STEADY

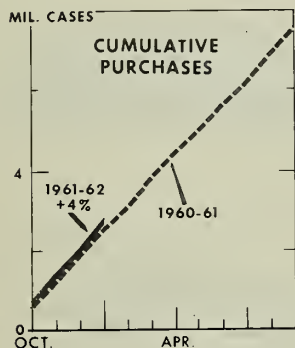


Household consumption of pineapple juice -- 1.3 million cases -- held about the same as a year earlier in contrast to the gains made by most of the competing products. Movement also failed to make the usual seasonal gain over December.

Consumption amounted to 2.2 cans among the 10 percent of families buying the product. Both components of total purchases were about the same as a year earlier.

Retail prices eased to 27.7 cents per 46-ounce can, 0.6 cent less than in the preceding month or in January, 1961. Expenditures held at \$3.3 million, but were down from December in contrast to increased expenditures for other products. (See page 16.)

PRUNE JUICE EXPENDITURES RISE TO A NEW HIGH



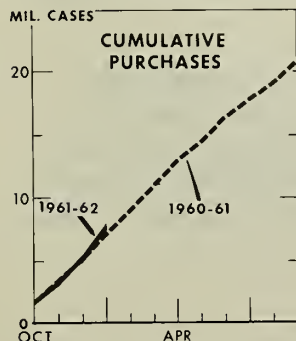
About 700,000 cases of prune juice were bought for home consumption in January. This was a new high for the month, and movement was not much below the record level of March 1957.

Purchases were 8 percent greater than a year earlier, reflecting gains in both the proportion of families buying and in the average size of purchase.

The retail price of prune juice dropped 1 cent from the preceding month and a year earlier to a 3-year low of 42.9 cents per quart. Nevertheless, consumer expenditures rose to \$4 million, the highest yet reported for any month.

Cumulative purchases for the season, 2.6 million cases, were moderately greater than in 1960-61. Cumulative expenditures were also up moderately to \$15 million. (See page 17.)

TOMATO JUICE UP SLIGHTLY

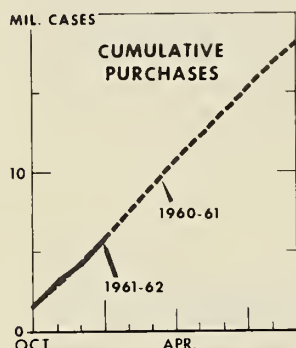


January purchases of tomato juice -- 1.9 million cases -- were up 3 percent from a year earlier. The product had nearly 10 percent of the household market for juices and canned fruit drinks, a share exceeded only by frozen orange concentrate.

The gain in volume reflected an increase in the size of purchase to 2 cans per buying family. The proportion of families buying was steady at 16.7 percent.

Retail prices at 28.3 cents per 46-ounce can were also about the same. At these prices, consumer expenditures were up a little to \$5.1 million. Except for frozen orange concentrate, this was considerably more than spent for other individual products. (See page 18.)

MISCELLANEOUS JUICES ALSO UP SLIGHTLY

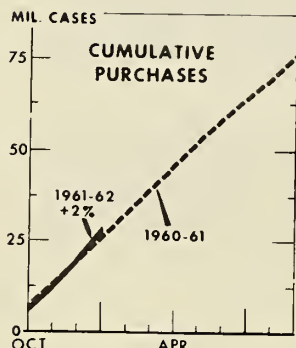


Household consumption of miscellaneous canned juices, such as apple, grape, tangerine, or blends, was up a little from January 1961 to 1.5 million cases. These products accounted for 7.5 percent of the market, a slightly smaller share than a year earlier.

Buying-family purchases averaged 1.5 cans, moderately more than a year earlier. The proportion of families buying, however, was down to 17.5 percent from 18.6 percent.

On the average, a 46-ounce can of miscellaneous juices retailed at 36.7 cents, compared with 37.9 cents in January 1961. Consumer expenditures for these products held at about \$5.2 million. (See page 22.)

CANNED JUICES UP 8 PERCENT IN TOTAL



Purchases of canned juices totaled 7 million cases in January, a gain of 8 percent -- 500,000 cases -- over the same month of 1961. Grapefruit juice accounted for more than half of the gain.

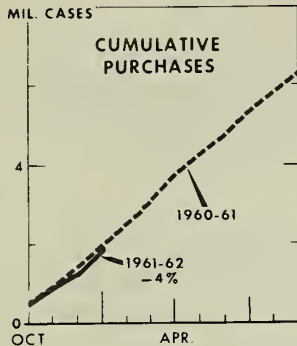
The increase in volume was small compared with that of frozen orange concentrate, and the canned juice market share shrank 2 percentage points to 34.9 percent.

About 48 percent of the Nation's families bought one or more canned juices during the month, compared with 44 percent in January 1961. The average size of purchase, however, was smaller.

Prices paid for canned juices averaged 34.5 cents per 46-ounce can, compared with 35.3 cents a year earlier. At these prices, expenditures totaled \$22.5 million for the month, 5 percent more than in the preceding January. Expenditures for the season were also up 5 percent. (See page 23.)

CANNED SINGLE-STRENGTH FRUIT DRINKS

RECORD AMOUNT SPENT FOR CANNED ORANGE DRINK



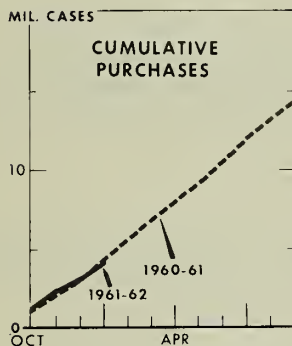
Consumer expenditures for canned orange drink climbed to \$2 million in January, the highest reported for any month in this 10-year series. The gain reflected a near record volume of purchases together with an increase in price.

Purchases were up 4 percent -- 28,000 cases -- to 656,000 cases. This was practically the same as the peak volume of June 1960.

In contrast to the price declines reported for competing products, the retail price of orange drink was up 1.3 cents from January 1961 to 32.3 cents per 46-ounce can.

Cumulative purchases through January were off moderately from the corresponding period a year earlier. Cumulative expenditures, however, were slightly ahead of the previous season. (See page 19.)

PINEAPPLE-GRAPEFRUIT DRINK ONLY PRODUCT DOWN FROM A YEAR EARLIER



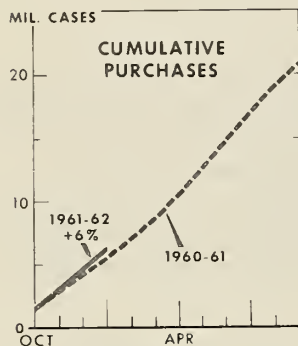
January consumption of pineapple-grapefruit drink was off 5 percent -- 70,000 cases -- from a year earlier, in contrast to the gains made by competing products.

Only 7.8 percent of families bought pineapple-grapefruit drink in January, compared with 8.9 percent a year earlier. The average purchase of 2.7 cans per buying family, however, was larger.

Retail prices eased to 27.2 cents per 46-ounce can, down 1.1 cents from December, and 0.2 cent from a year earlier. At these prices, expenditures for the drink, the least expensive product in January, were down 9 percent from a year earlier to \$3.1 million.

Purchases for the season totaled 4.2 million cases, about the same as a year earlier. The heavy gains that were made in the first 2 months of the season were offset by losses in December and January. (See page 20.)

MISCELLANEOUS FRUIT DRINKS UP 17 PERCENT

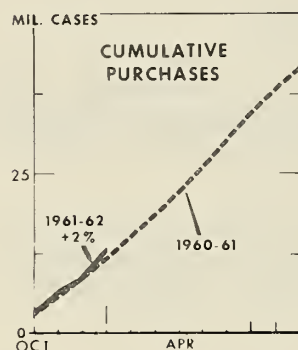


January consumption of miscellaneous fruit drinks, such as grape, Hawaiian punch, or blends, was up 17 percent -- 240,000 cases -- from both the preceding month and a year earlier. The market share also increased a little to 8.2 percent.

About 12.5 percent of families bought one or more miscellaneous canned fruit drinks in January, compared with only 10.8 percent a year earlier. The average size of purchase, 2.3 cans per buying family, was slightly smaller.

On the average, a 46-ounce can of miscellaneous fruit drinks cost consumers 34.6 cents, a little more than in January 1961. With both purchases and prices increasing, the amount consumers spent for these products was up sharply to \$5.3 million. (See page 22.)

TOTAL CANNED FRUIT DRINKS RISE 6 PERCENT



Consumption of all canned fruit drinks in January amounted to 3.5 million cases, or to 17.7 percent of the household market for juices and drinks. This represented a relatively small gain over the preceding January, and the share of market was off 1 percentage point.

About 21.4 percent of the Nation's families bought one or more fruit drinks in January, compared with 20 percent a year earlier. Part of this gain, however, was offset by a decline in the average size of purchase to 2.8 cans per buying family.

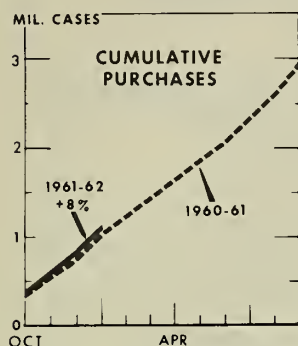
Prices paid for fruit drinks averaged 31.6 cents per 46-ounce can, up 0.6 cent from January 1961. At these prices, expenditures rose \$0.7 million to \$10.4 million. In comparison, expenditures for canned juices increased \$1.1 million, and those for frozen orange concentrate were up nearly \$4 million. (See page 23.)

CANNED GRAPEFRUIT SECTIONS

GRAPEFRUIT SECTIONS UP 8 PERCENT IN VOLUME

Household consumption of canned grapefruit sections amounted to 252,000 cases in January, a rise of 8 percent over the same month of 1961. The gain reflected more families using the product, as well as an increase in family consumption.

GRAPEFRUIT SECTIONS -- Continued

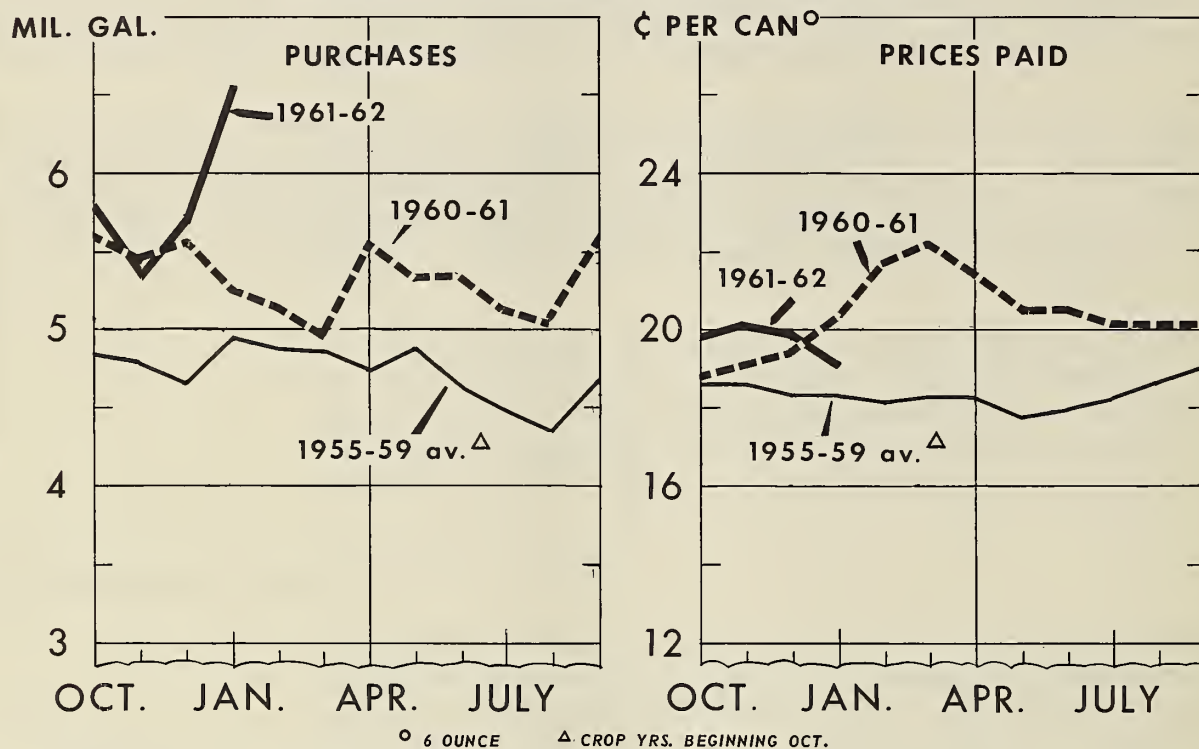


Retail prices averaged 19.9 cents per No. 303 can, down 0.9 cent from December, and 1.5 cents from a year earlier. As a result, despite the increase in movement over a year earlier, consumer expenditures held at about \$1.5 million.

Purchases for the season through January, as indicated by the chart at the left, totaled about 1 million cases, 8 percent more than in corresponding months of 1960-61. As prices were down, cumulative expenditures for the season held about the same. (See page 21.)

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 1

ECONOMIC RESEARCH SERVICE

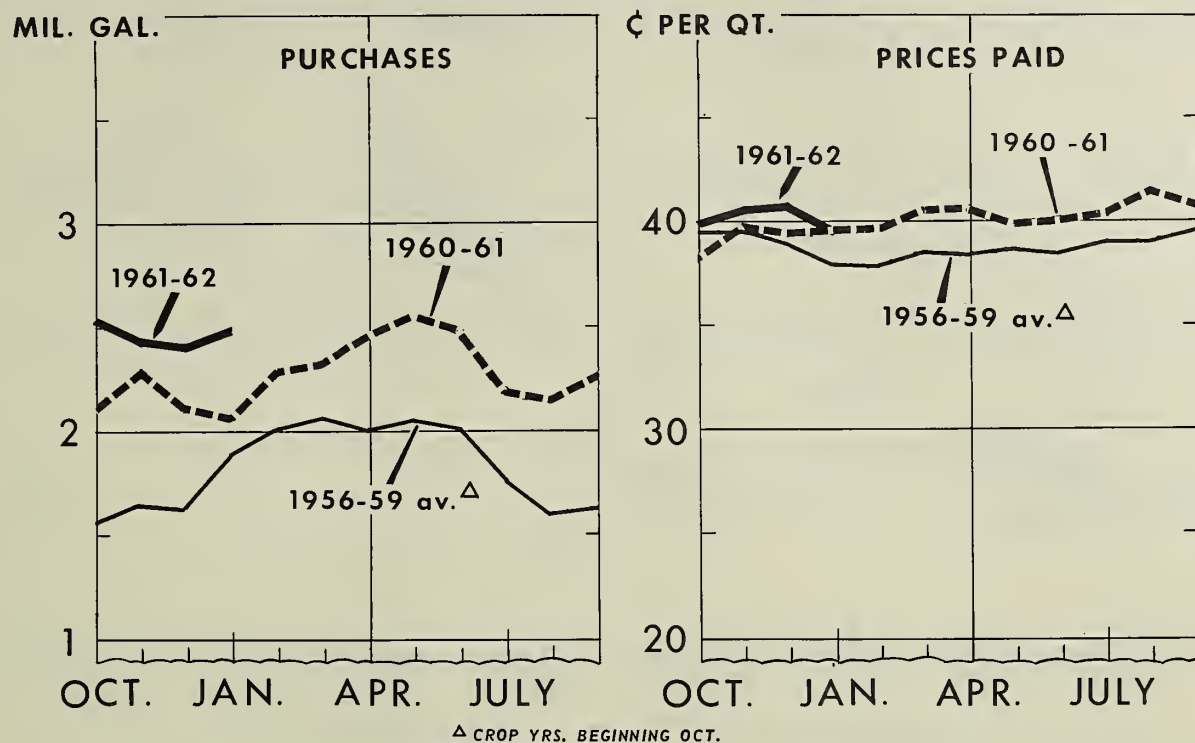
Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,784	5,616	4,837	29.8	29.1	46	46	19.9	18.8	18.7
Nov.	5,342	5,458	4,773	28.2	30.1	45	46	20.2	19.1	18.7
Dec.	5,728	5,552	4,656	29.8	30.1	46	45	19.9	19.4	18.3
Oct.-Dec.	16,854	16,626	14,266							
Jan.	6,584	5,257	4,942	31.3	30.2	50	41	19.0	20.3	18.3
Feb.		5,149	4,896		28.5		43		21.7	18.2
Mar.		4,966	4,868		28.1		43		22.1	18.3
Jan.-Mar.		31,998	28,972							
Apr.		5,547	4,751		29.5		45		21.4	18.3
May		5,325	4,894		29.2		45		20.5	17.8
Jun.		5,308	4,626		28.9		44		20.5	18.0
Apr.-Jun.		48,178	43,243							
Jul.		5,079	4,477		27.5		44		20.1	18.3
Aug.		5,006	4,352		27.2		44		20.1	18.7
Sep.		5,560	4,685		29.0		46		20.1	19.0
Season		63,823	56,757						20.3	18.4

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 2

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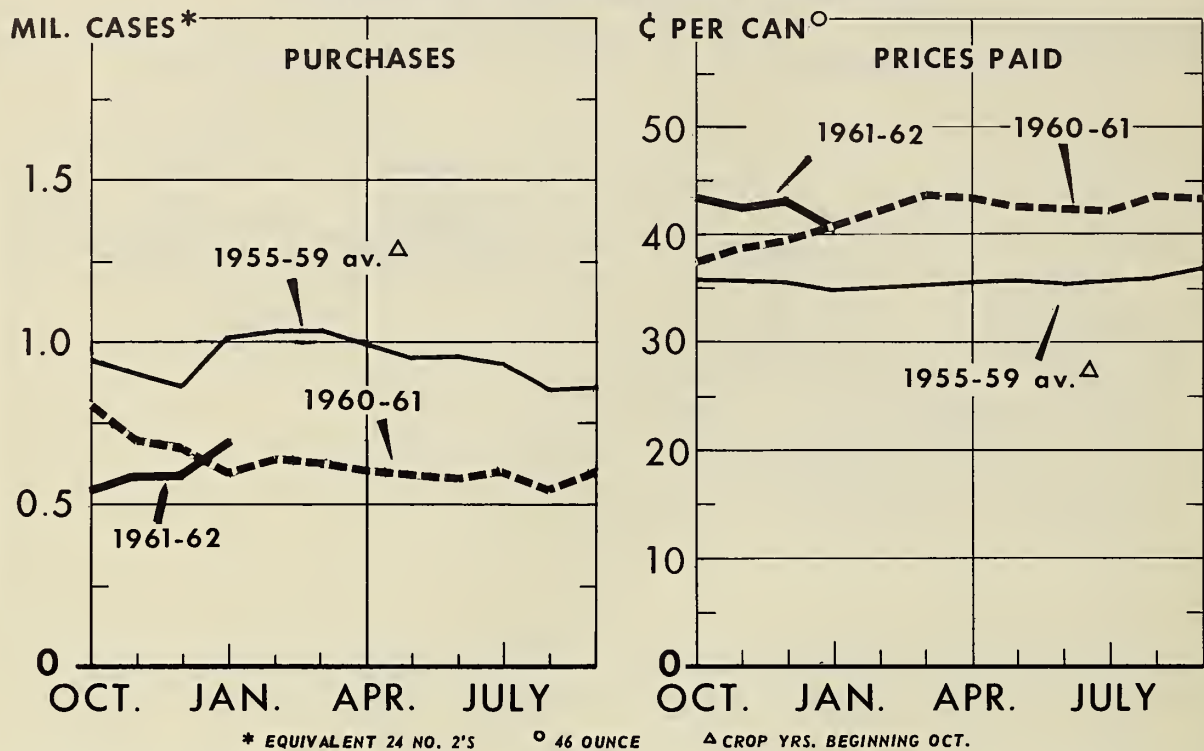
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1961-1962	1960-1961	Average 1956-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1956-59
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,521	2,112	1,565	5.0	4.7	119	109	39.9	38.2	39.5
Nov.	2,448	2,282	1,662	5.1	4.9	114	110	40.8	39.7	39.6
Dec.	2,410	2,122	1,651	5.1	4.6	111	112	40.9	39.4	38.9
Oct.-Dec.	7,379	6,516	4,878							
Jan.	2,489	2,070	1,899	5.7	4.7	104	104	39.4	39.6	38.0
Feb.		2,288	2,022		5.0		108		39.6	37.9
Mar.		2,332	2,071		4.9		114		40.6	38.6
Jan.-Mar.		13,206	10,870							
Apr.		2,475	2,012		5.4		110		40.6	38.5
May		2,553	2,060		5.4		114		39.9	38.7
Jun.		2,485	2,010		5.3		112		40.0	38.5
Apr.-Jun.		20,719	16,952							
Jul.		2,198	1,778		5.0		106		40.5	39.1
Aug.		2,166	1,626		4.8		108		41.5	39.1
Sep.		2,279	1,643		4.9		112		40.9	39.6
Season		27,362	21,999						40.1	38.8

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 3

ECONOMIC RESEARCH SERVICE

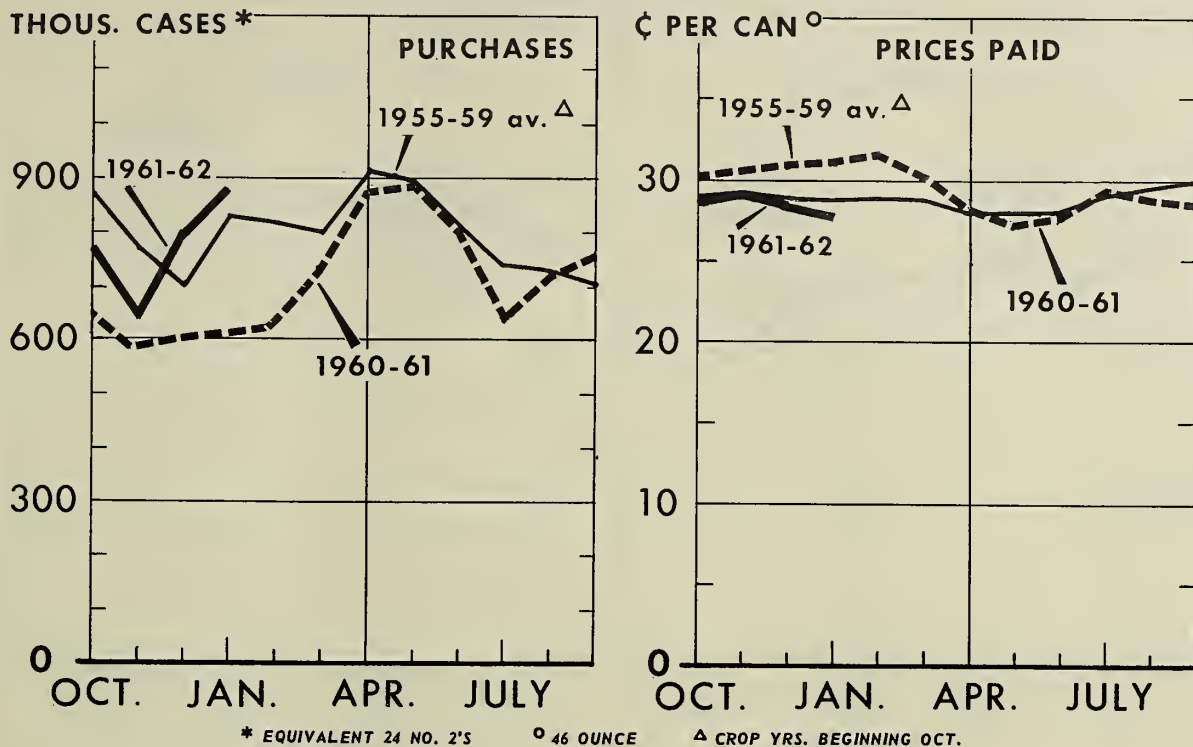
Table 3.--SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	559	811	954	5.1	7.3	88	92	43.6	37.5	35.7
Nov.	574	714	908	5.3	6.5	88	88	42.4	38.8	35.7
Dec.	579	667	874	5.2	6.2	89	90	43.1	39.2	35.7
Oct.-Dec.	1,712	2,192	2,736							
Jan.	690	607	1,023	6.3	5.8	87	86	40.5	40.8	34.8
Feb.		645	1,043		5.9		89		42.0	35.1
Mar.		621	1,050		5.9		84		43.5	35.2
Jan.-Mar.		4,065	5,852							
Apr.		600	996		5.6		86		43.2	35.6
May		593	953		5.4		90		42.5	35.7
Jun.		572	962		5.2		89		42.3	35.4
Apr.-Jun.		5,830	8,763							
Jul.		596	935		5.5		88		42.1	35.8
Aug.		550	858		5.1		86		43.7	36.0
Sep.		605	863		5.3		92		43.1	36.8
Season		7,581	11,419						41.4	35.6

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 4

ECONOMIC RESEARCH SERVICE

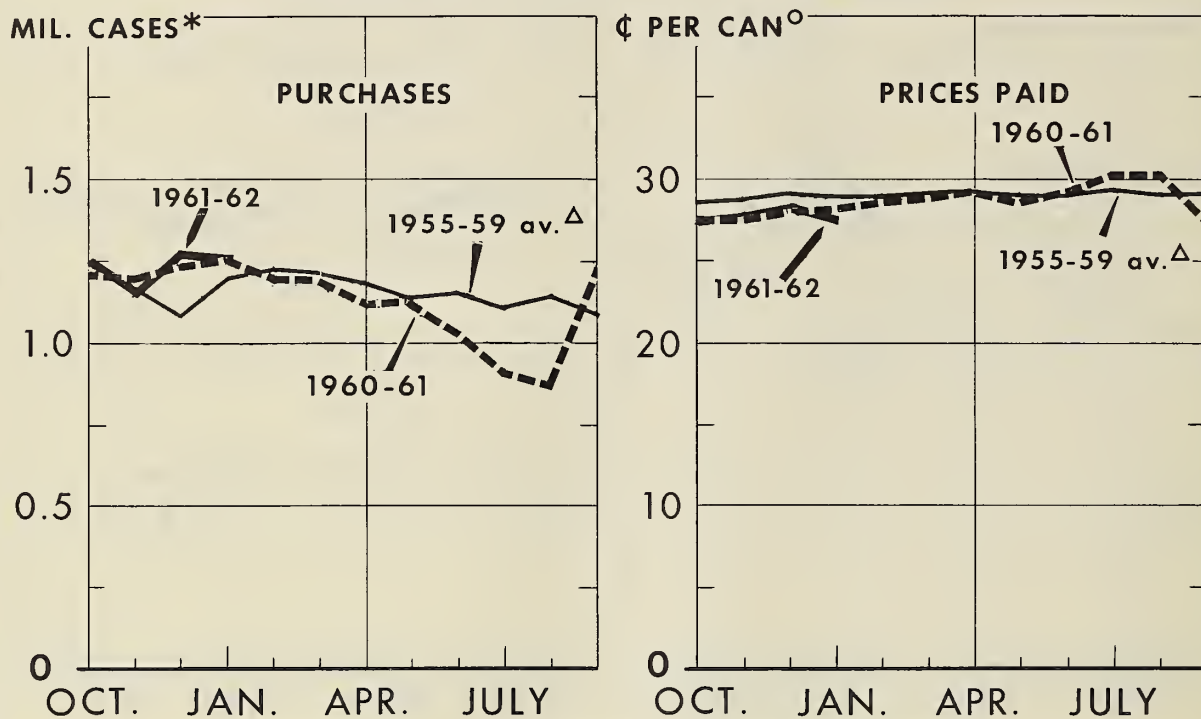
Table 4.--SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	774	648	871	5.7	5.5	108	97	28.7	30.1	28.9
Nov.	647	583	771	5.1	5.0	101	94	29.2	30.5	29.4
Dec.	796	606	704	5.7	5.0	113	102	28.4	31.0	28.9
Oct.-Dec.	2,217	1,837	2,346							
Jan.	876	614	830	6.3	5.4	110	89	27.8	31.1	28.7
Feb.		619	819		5.2		96		31.6	28.8
Mar.		736	804		5.4		110		30.2	28.7
Jan.-Mar.		3,806	4,799							
Apr.		871	911		6.3		112		27.9	28.1
May		881	898		6.3		113		27.0	28.0
Jun.		800	818		5.9		110		27.5	28.2
Apr.-Jun.		6,358	7,426							
Jul.		636	740		4.9		104		29.3	29.2
Aug.		721	730		5.4		109		28.3	29.5
Sep.		753	706		5.7		108		28.5	30.0
Season		8,468	9,602						29.2	28.8

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

SINGLE-STRENGTH PINEAPPLE JUICE

Consumer Purchases and Prices Paid



*EQUIVALENT 24 NO. 2'S

^o 46 OUNCE.

Δ CROP YEARS BEGINNING OCT.

U.S. DEPARTMENT OF AGRICULTURE

Figure 5

ECONOMIC RESEARCH SERVICE

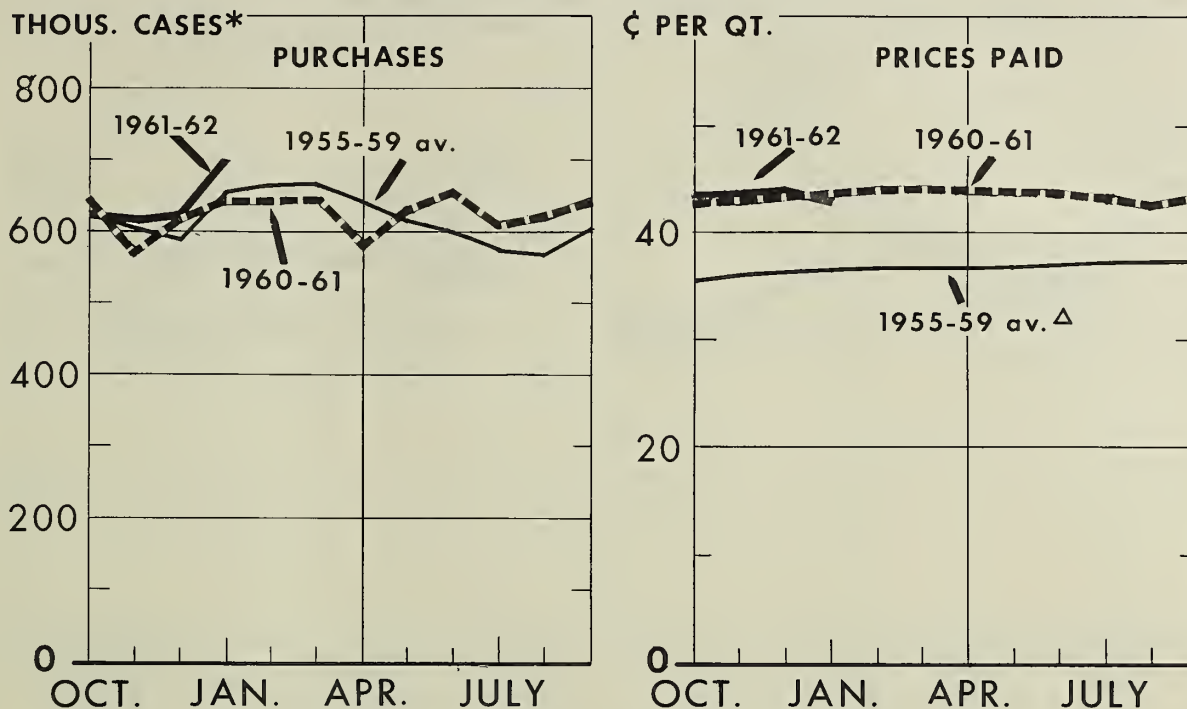
Table 5.--PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,251	1,214	1,245	9.0	9.6	111	102	27.6	27.6	28.9
Nov.	1,158	1,208	1,168	9.5	9.3	98	103	27.9	27.7	29.0
Dec.	1,275	1,232	1,087	10.1	9.6	101	106	28.3	28.0	29.4
Oct.-Dec.	3,684	3,654	3,500							
Jan.	1,262	1,255	1,205	10.1	10.7	100	99	27.7	28.3	29.2
Feb.		1,204	1,236		10.1		95		28.7	29.2
Mar.		1,188	1,218		10.0		98		29.0	29.3
Jan.-Mar.		7,301	7,159							
Apr.		1,112	1,182		9.8		92		29.2	29.4
May		1,146	1,146		9.1		102		28.7	29.3
Jun.		1,036	1,158		9.0		93		29.2	29.2
Apr.-Jun.		10,595	10,645							
Jul.		911	1,109		8.1		91		30.1	29.5
Aug.		891	1,149		7.7		93		30.1	29.3
Sep.		1,222	1,095		9.6		103		27.8	29.3
Season		13,619	13,998						28.6	29.2

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

PRUNE JUICE

Consumer Purchases and Prices Paid



* EQUIVALENT 24 NO. 2'S

Δ CROP YRS. BEGINNING OCT.

U. S. DEPARTMENT OF AGRICULTURE

Figure 6

ECONOMIC RESEARCH SERVICE

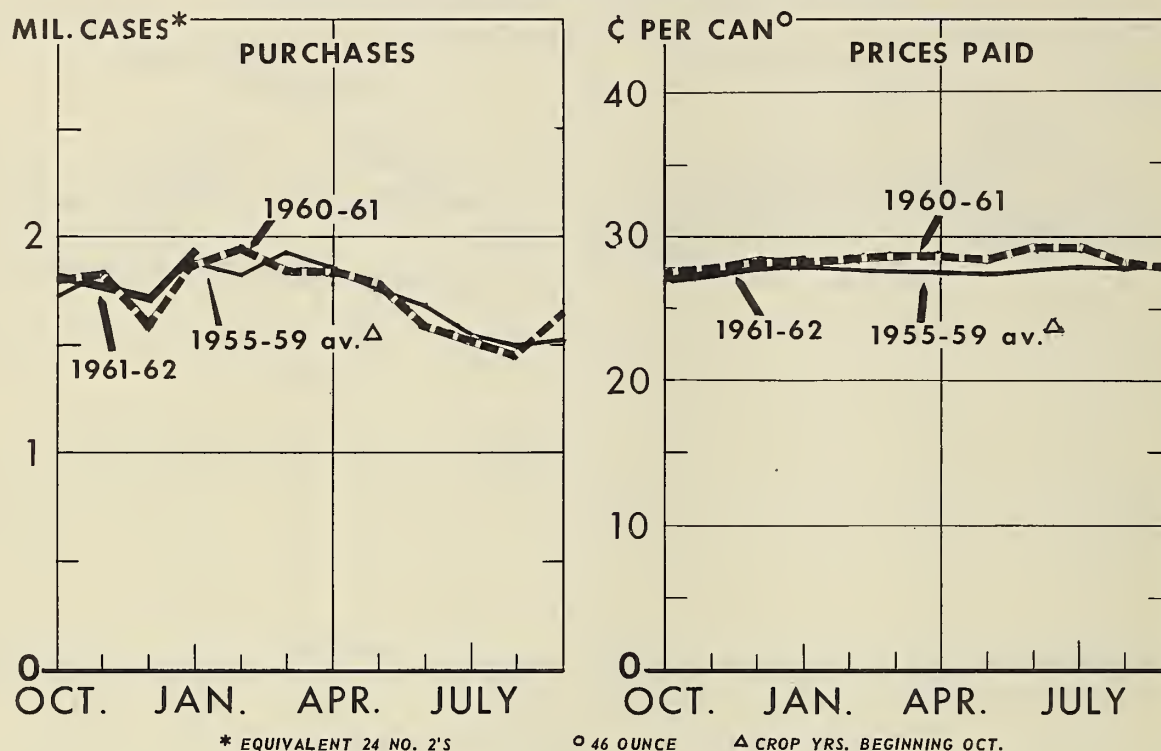
Table 6.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	634	648	629	6.5	7.3	78	72	43.5	43.3	35.4
Nov.	611	570	605	6.3	6.4	78	72	43.8	43.2	36.1
Dec.	628	620	590	6.7	6.4	75	78	43.9	43.5	36.2
Oct.-Dec.	1,873	1,838	1,824							
Jan.	697	643	655	7.0	6.9	80	78	42.9	43.9	36.4
Feb.		643	666		6.9		74		44.1	36.7
Mar.		648	665		7.2		73		44.1	36.8
Jan.-Mar.		3,772	3,810							
Apr.		584	640		6.4		74		44.1	36.7
May		631	616		6.9		75		43.9	36.9
Jun.		657	602		7.2		74		43.7	36.9
Apr.-Jun.		5,644	5,668							
Jul.		611	574		6.6		75		43.6	37.1
Aug.		622	570		6.3		80		43.2	37.1
Sep.		648	607		6.9		76		43.7	37.1
Season		7,525	7,419						43.7	36.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

TOMATO JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 7

ECONOMIC RESEARCH SERVICE

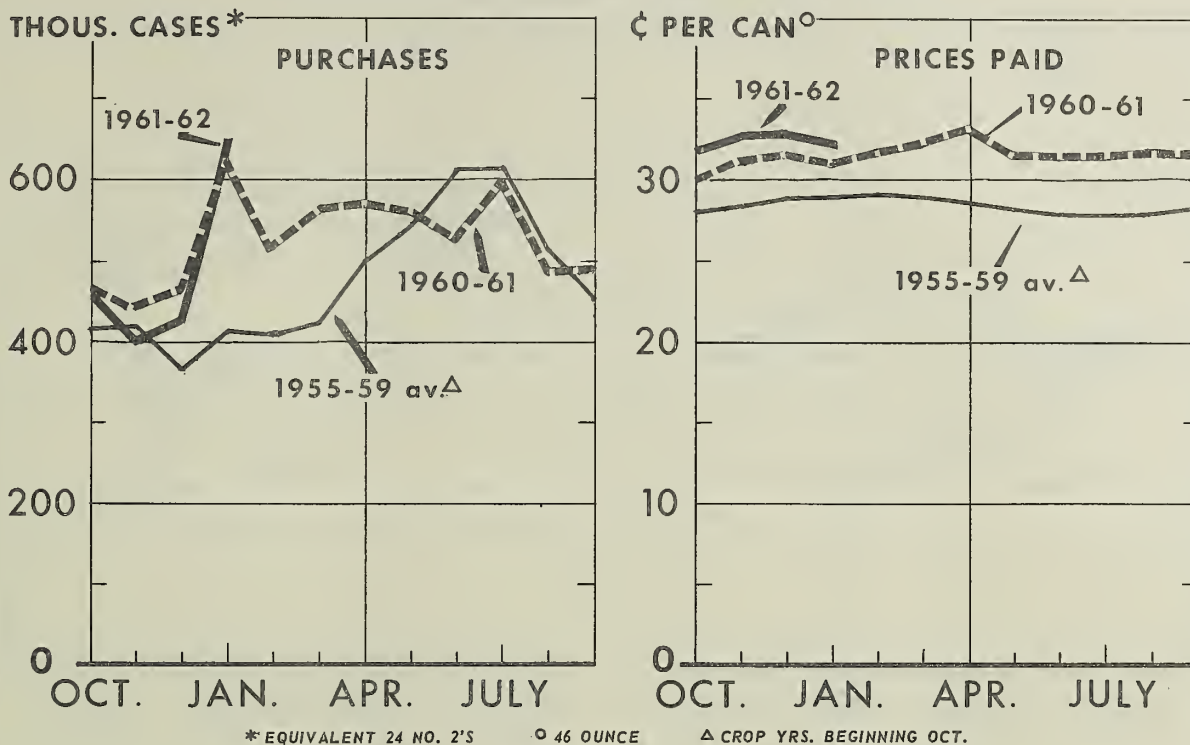
Table 7.--TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,780	1,815	1,734	14.8	15.2	97	98	27.1	27.8	26.9
Nov.	1,766	1,829	1,835	15.4	15.9	92	89	27.3	27.9	27.2
Dec.	1,744	1,580	1,604	15.3	14.7	92	90	28.0	28.5	27.8
Oct.-Dec.	5,290	5,224	5,173							
Jan.	1,926	1,871	1,877	16.7	16.8	92	88	28.3	28.4	27.9
Feb.		1,958	1,819		16.7		96		28.7	27.8
Mar.		1,854	1,916		16.6		94		28.6	27.5
Jan.-Mar.		10,907	10,785							
Apr.		1,855	1,853		16.5		91		28.7	27.4
May		1,771	1,750		15.5		93		28.4	27.3
Jun.		1,597	1,698		14.5		90		29.4	27.6
Apr.-Jun.		16,130	16,086							
Jul.		1,511	1,545		13.6		90		29.3	28.0
Aug.		1,463	1,487		12.9		92		28.4	27.8
Sep.		1,677	1,528		14.5		93		27.8	27.4
Season		20,781	20,646						28.5	27.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

SINGLE-STRENGTH ORANGE DRINK

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 8

ECONOMIC RESEARCH SERVICE

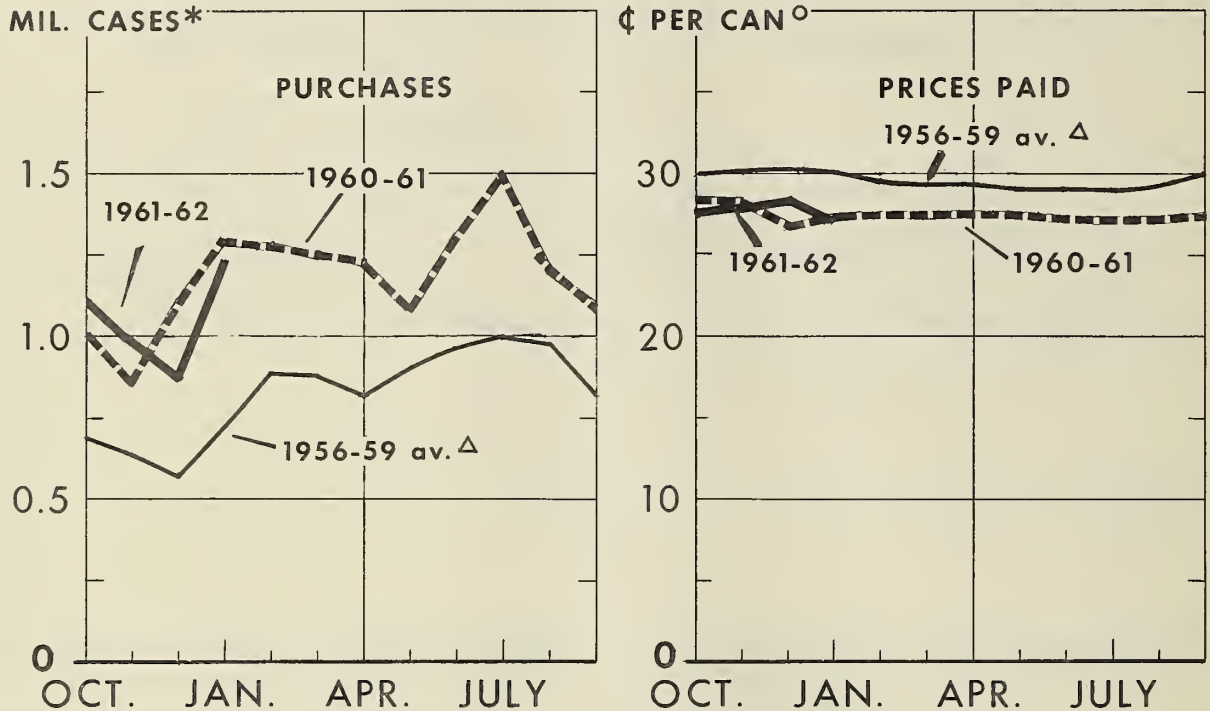
Table 8.--SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	458	469	414	3.3	3.3	110	117	32.0	30.0	28.3
Nov.	400	444	418	2.8	3.1	113	110	32.7	31.3	28.5
Dec.	423	466	367	3.0	3.3	113	113	32.8	31.6	29.0
Oct.-Dec.	1,281	1,379	1,199							
Jan.	656	628	416	4.5	4.5	115	111	32.3	31.0	29.0
Feb.		514	409		3.7		111		31.7	29.4
Mar.		561	422		4.0		112		32.2	29.0
Jan.-Mar.		3,082	2,446							
Apr.		574	501		4.0		117		33.2	28.6
May		564	542		4.2		109		31.5	28.4
Jun.		528	614		4.4		98		31.4	27.9
Apr.-Jun.		4,748	4,103							
Jul.		596	614		4.7		103		31.4	27.9
Aug.		488	561		4.1		95		31.9	27.9
Sep.		490	455		3.7		108		31.7	28.4
Season		6,322	5,733						31.6	28.4

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

PINEAPPLE-GRAPEFRUIT DRINK

Consumer Purchases and Prices Paid



*EQUIVALENT 24 NO. 2'S

^o46 OUNCE.

ΔCROP YEARS BEGINNING OCT.

U.S. DEPARTMENT OF AGRICULTURE

Figure 9

ECONOMIC RESEARCH SERVICE

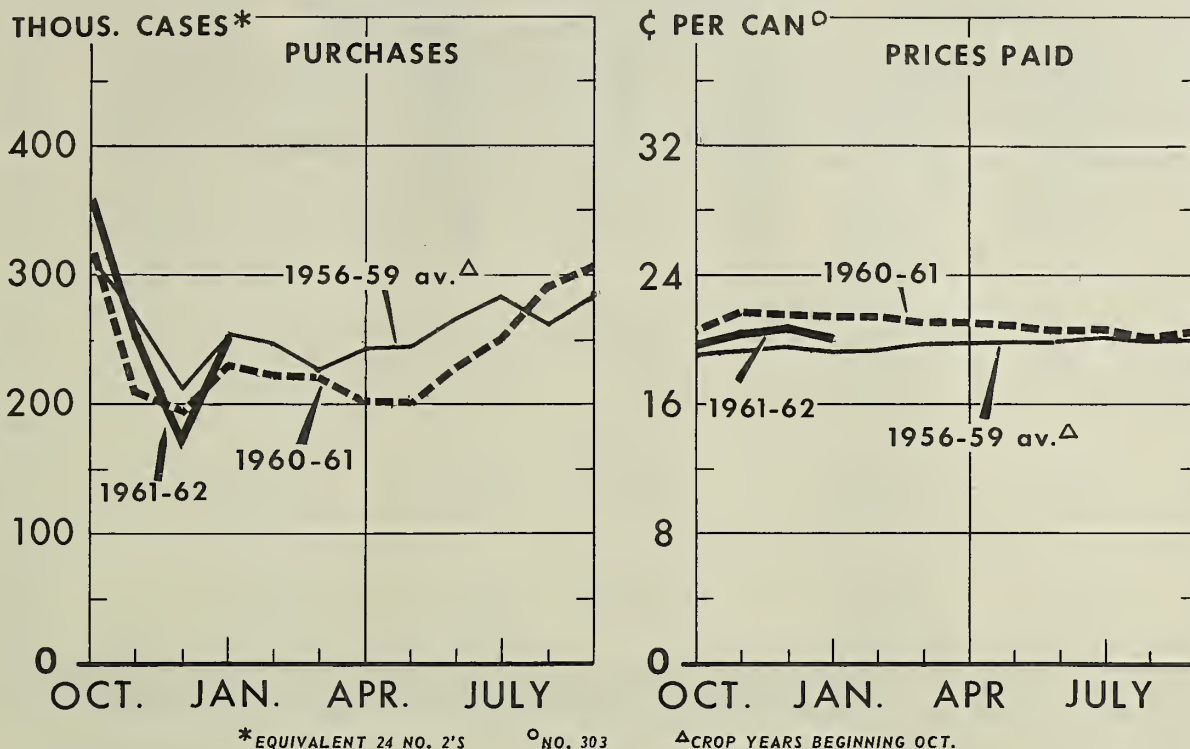
Table 9.--PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1956-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1956-59
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,156	1,012	682	7.9	7.2	117	118	27.5	28.5	30.0
Nov.	970	855	644	7.2	6.8	109	105	28.0	28.4	30.2
Dec.	875	1,115	567	6.3	7.6	112	123	28.3	26.8	30.4
Oct.-Dec.	3,001	2,982	1,893							
Jan.	1,233	1,302	725	7.8	8.9	126	124	27.2	27.4	30.1
Feb.		1,274	895		8.8		117		27.5	29.4
Mar.		1,254	885		8.3		129		27.7	29.3
Jan.-Mar.		6,812	4,398							
Apr.		1,226	825		8.5		118		27.7	29.5
May		1,067	913		7.5		116		27.6	29.0
Jun.		1,313	971		8.6		124		27.0	29.1
Apr.-Jun.		10,418	7,107							
Jul.		1,498	998		9.3		129		27.1	29.0
Aug.		1,199	979		7.9		122		27.0	29.2
Sep.		1,098	822		7.5		118		27.4	30.0
Season		14,213	9,906						27.5	29.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 10

ECONOMIC RESEARCH SERVICE

Table 10.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per No. 303 can		
	1961-1962	1960-1961	Average 1956-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1956-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	357	318	316	5.3	5.1	60	57	19.8	20.7	19.3
Nov.	251	212	274	3.7	3.7	61	51	20.2	21.7	19.4
Dec.	174	193	214	3.2	3.4	49	51	20.8	21.5	19.6
Oct.-Dec.	782	723	804							
Jan.	252	234	255	4.0	3.9	56	54	19.9	21.4	19.4
Feb.		226	248		3.9		52		21.4	19.4
Mar.		221	227		3.9		52		21.1	19.7
Jan.-Mar.		1,404	1,534							
Apr.		206	242		3.4		55		21.1	19.7
May		209	246		3.7		50		21.0	19.9
Jun.		228	266		4.0		51		20.6	20.0
Apr.-Jun.		2,047	2,288							
Jul.		252	283		4.0		56		20.7	20.1
Aug.		292	263		4.5		59		20.2	20.0
Sep.		310	284		4.5		61		20.4	20.0
Season		2,901	3,118						20.9	19.7

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 480 ounces per case.

Table 11.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date 1/

Period 2/	Total purchases		Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,542	1,458	17.3	18.0	72	67	36.9	36.5
Nov.	1,416	1,456	16.9	18.3	67	66	36.8	37.1
Dec.	1,416	1,510	17.2	18.2	66	66	36.7	37.1
Oct.-Dec.	4,374	4,424						
Jan.	1,505	1,462	17.5	18.6	68	64	36.7	37.9
Feb.		1,497		17.7		67		37.9
Mar.		1,569		19.0		66		37.9
Jan.-Mar.		8,952						
Apr.		1,669		19.1		71		36.6
May		1,603		18.9		69		37.3
Jun.		1,540		19.5		64		36.8
Apr.-Jun.		13,764						
Jul.		1,531		18.8		66		36.8
Aug.		1,383		17.5		64		37.1
Sep.		1,473		18.1		66		37.6
Season		18,151						37.2

1/ All juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 12.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date 1/

Period 2/	Total purchases		Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,487	1,505	10.9	11.2	109	113	34.0	34.2
Nov.	1,366	1,307	11.0	10.1	100	109	35.1	34.5
Dec.	1,404	1,329	10.9	10.4	103	104	35.1	34.9
Oct.-Dec.	4,257	4,141						
Jan.	1,634	1,394	12.5	10.8	104	106	34.6	34.3
Feb.		1,530		11.4		109		34.1
Mar.		1,554		11.3		114		34.4
Jan.-Mar.		8,619						
Apr.		1,819		12.7		117		34.3
May		1,970		13.5		118		33.9
Jun.		2,224		15.1		120		33.7
Apr.-Jun.		14,632						
Jul.		2,215		15.2		118		33.2
Aug.		1,967		14.3		111		33.7
Sep.		1,862		13.2		114		33.5
Season		20,676						34.0

1/ All drinks other than orange and pineapple-grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparison. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--TOTAL SINGLE-STRENGTH CANNED JUICES AND CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, and purchase per buying family, October 1960 to date

Period ^{1/}	Juices						Fruit drinks					
	Total purchases		Proportion of families buying		Purchase per buying family		Total purchases		Proportion of families buying		Purchase per buying family	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	cases	cases	Percent	Percent	Ounces	Ounces	cases	cases	Percent	Percent	Ounces	Ounces
Oct.	6,540	6,594	40.5	NA	130	NA	3,101	2,986	18.7	NA	133	NA
Nov.	6,172	6,360	40.5	NA	122	NA	2,736	2,606	18.2	NA	121	NA
Dec.	6,438	6,215	41.5	NA	124	NA	2,702	2,910	17.6	NA	123	NA
Oct.-Dec.	19,150	19,169					8,539	8,502				
Jan.	6,956	6,452	47.8	44.1	116	118	3,523	3,324	21.4	20.0	131	137
Feb.		6,566		43.4		125		3,318		20.1		137
Mar.		6,616		43.7		123		3,369		19.6		145
Jan.-Mar.		38,803						18,513				
Apr.		6,691		44.0		123		3,619		21.0		140
May		6,625		42.7		126		3,601		20.8		140
Jun.		6,202		42.2		119		4,065		23.2		142
Apr.-Jun.		58,321						29,798				
Jul.		5,796		40.0		117		4,309		23.8		146
Aug.		5,630		39.0		116		3,654		22.1		133
Sep.		6,378		41.6		124		3,450		20.4		137
Season		76,125						41,211				

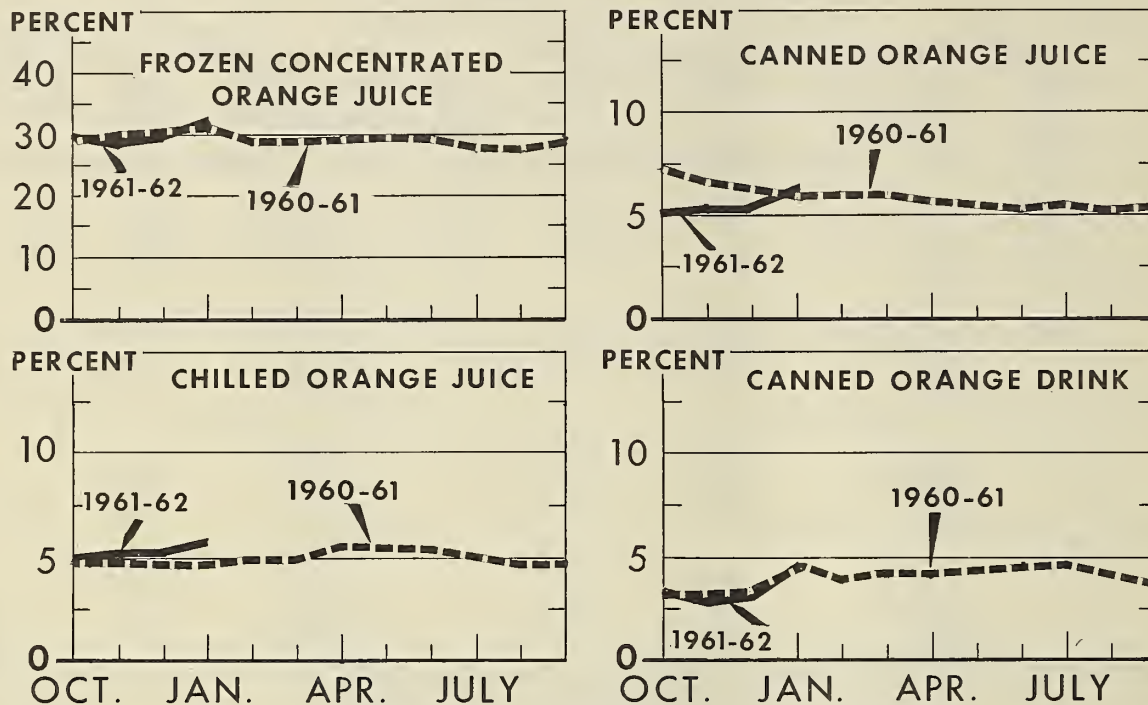
^{1/} Monthly data are for 4-week (28-day) periods to facilitate comparisons.
Equivalent cases 24 No. 2 cans...432 ounces per case. NA - not available.

Table 14.--Consumer purchases of selected citrus products as equivalent boxes of fresh oranges and fresh grapefruit, October 1960 to date

Period ^{1/}	Oranges						Grapefruit			
	Frozen concentrate		Canned single-strength juice		Chilled juice		Canned single-strength juice		Canned sections	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Oct.	3,835	3,774	326	474	436	365	563	480	248	221
Nov.	3,542	3,668	335	417	424	395	471	432	175	148
Dec.	3,798	3,731	338	390	417	367	579	449	121	139
Oct.-Dec.	11,175	11,173	999	1,281	1,277	1,127	1,613	1,361	544	508
Jan.	4,247	3,654	415	350	438	358	659	449	175	163
Feb.		3,579		372		391		452		151
Mar.		3,451		358		399		538		148
Jan.-Mar.		21,857		2,361		2,275		2,800		970
Apr.		3,694		350		428		632		143
May		3,546		346		442		640		145
Jun.		3,535		333		430		581		159
Apr.-Jun.		32,632		3,390		3,575		4,653		1,417
Jul.		3,367		348		380		463		175
Aug.		3,319		321		375		525		203
Sep.		3,686		353		394		548		216
Season		43,004		4,412		4,724		6,189		2,011

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons.

PERCENTAGE OF FAMILIES BUYING ORANGE PRODUCTS

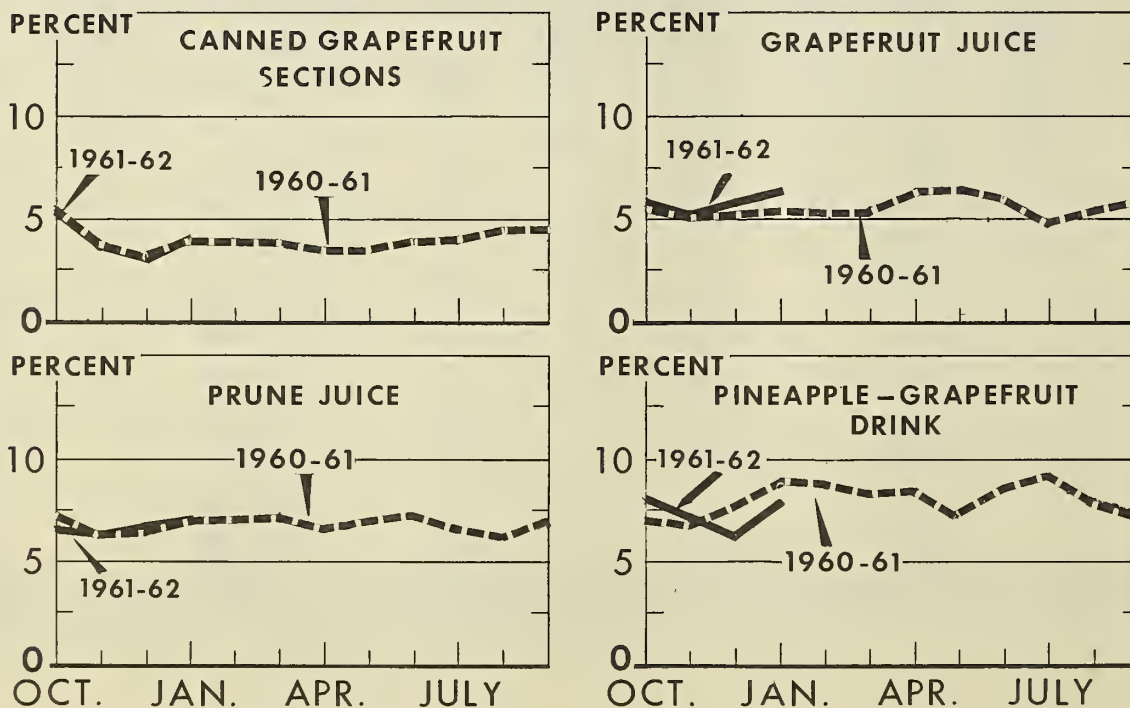


U. S. DEPARTMENT OF AGRICULTURE

Figure 11

ECONOMIC RESEARCH SERVICE

PERCENTAGE OF FAMILIES BUYING GRAPEFRUIT AND OTHER PRODUCTS



U. S. DEPARTMENT OF AGRICULTURE

Figure 12

ECONOMIC RESEARCH SERVICE

Table 15. SUMMARY: Volume and distribution of consumer purchases, percentage of families buying, and average prices paid for selected citrus juices and other products, January 1961-January 1962 ^{1/}

Commodity	Purchases			Proportion of families buying			Purchases per buying family					Average price paid per can	
	Volume			Share of market			Number	Average size: of purchase		Quantity per month	Average price paid per can	Ozs.	Cents
	Jan. 1962	Jan. 1961	Change from 1961	Jan. 1962	Jan. 1961	Pct.		Jan. 1962	Jan. 1961				
FROZEN CONCENTRATED JUICES:	1,000	1,000											
Orange	6,584	5,257	+25	39.1	35.5	31.3	2.0	2.0	24.7	20.7	50	41	19.0
Miscellaneous	770	796	-3	4.6	5.4	---	---	---	16.9	15.1	---	---	18.6
Total	7,354	6,053	+22	43.7	40.9	---	---	---	---	---	---	---	---
CHILLED ORANGE JUICE	2,489	2,070	+20	3.7	3.5	5.7	2.5	2.6	40.6	39.8	104	104	39.4
CANNED SINGLE-STRENGTH JUICES:	1,000	1,000											
Orange	690	607	+14	3.5	3.5	6.3	1.6	1.7	54.0	50.8	87	86	40.5
Grapefruit	876	614	+43	4.4	3.5	6.3	1.5	1.4	76.7	63.8	110	89	27.8
Pineapple	1,262	1,255	+1	6.3	7.1	10.1	1.4	1.4	72.6	70.4	100	99	27.7
Prune	697	643	+8	3.5	3.7	7.0	1.8	1.9	43.7	41.1	80	78	42.9
Tomato	1,926	1,871	+3	9.7	10.6	16.7	1.5	1.5	60.1	58.8	92	88	28.3
Miscellaneous	1,505	1,462	+3	7.5	8.3	17.5	1.7	1.7	39.9	37.9	68	64	43.9
Total	6,956	6,452	+8	34.9	36.7	47.8	2.1	2.3	54.7	51.5	116	118	28.4
CANNED SINGLE-STRENGTH FRUIT DRINKS:													
Orange	656	628	+4	3.3	3.6	4.5	1.5	1.4	76.7	79.4	115	111	36.7
Pineapple-grapefruit	1,233	1,302	-5	6.2	7.4	7.8	1.4	1.5	89.7	82.8	126	124	32.3
Miscellaneous	1,634	1,394	+17	8.2	7.9	12.5	1.7	1.7	61.2	62.2	104	106	27.2
Total	3,523	3,324	+6	17.7	18.9	21.4	1.8	1.9	71.6	72.2	131	137	34.6
GRAND TOTAL JUICES AND FRUIT DRINKS ^{3/}	19,930	17,563	+13	100.0	100.0	---	---	---	---	---	---	---	---
CANNED GRAPEFRUIT SECTIONS	252	234	+8	---	---	4.0	1.4	1.5	38.9	36.3	56	54	19.9

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons. ^{2/} Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections. ^{3/} Includes single-strength equivalent of frozen concentrates. ^{4/} No. 303 can.

CONSUMER PURCHASES OF JUICES AND CANNED FRUIT DRINKS

Equivalent Single-Strength Cases of 24 No. 2's

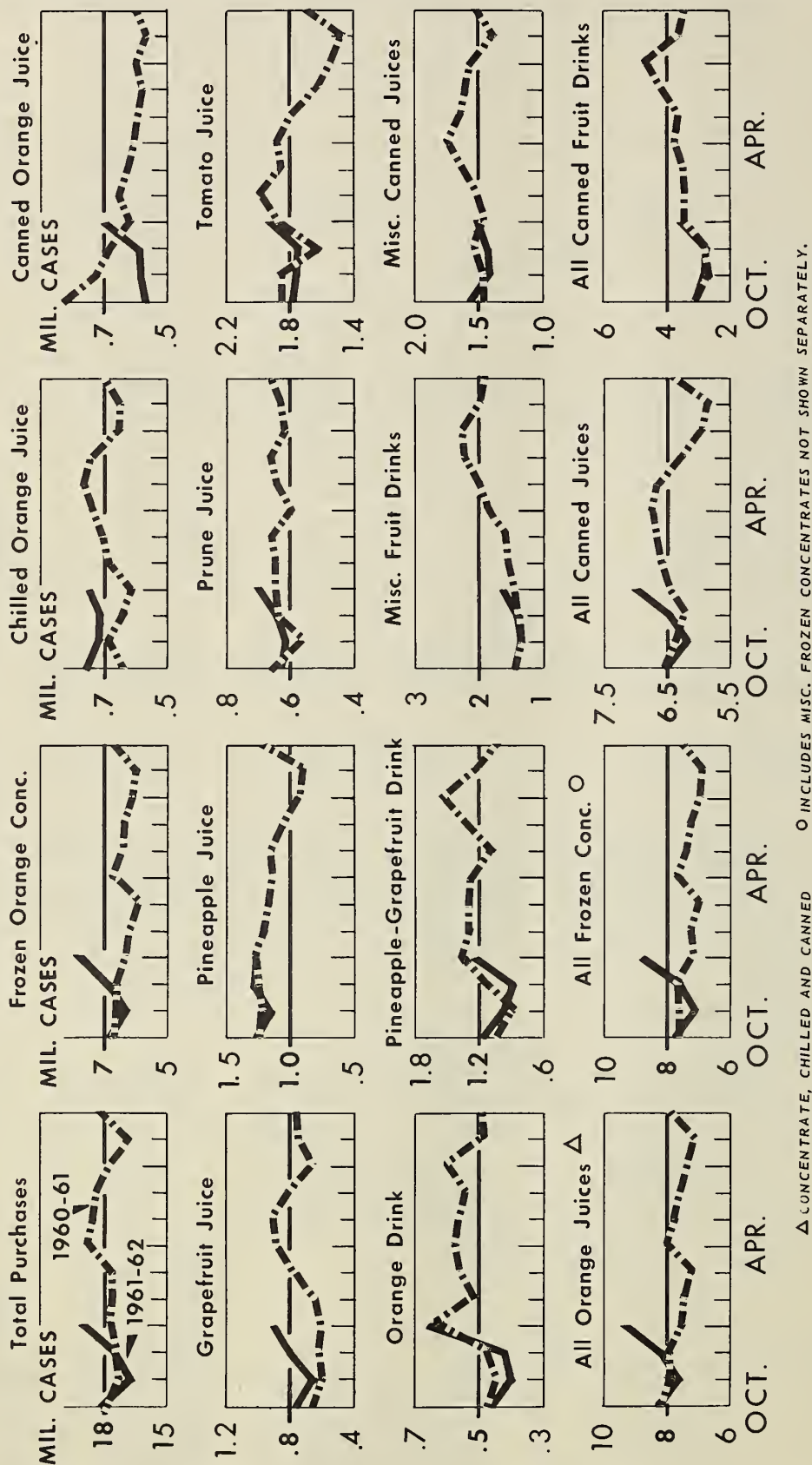


Figure 13

TOTAL CONSUMER PURCHASES & SHARE OF MARKET OF JUICES & CANNED FRUIT DRINKS

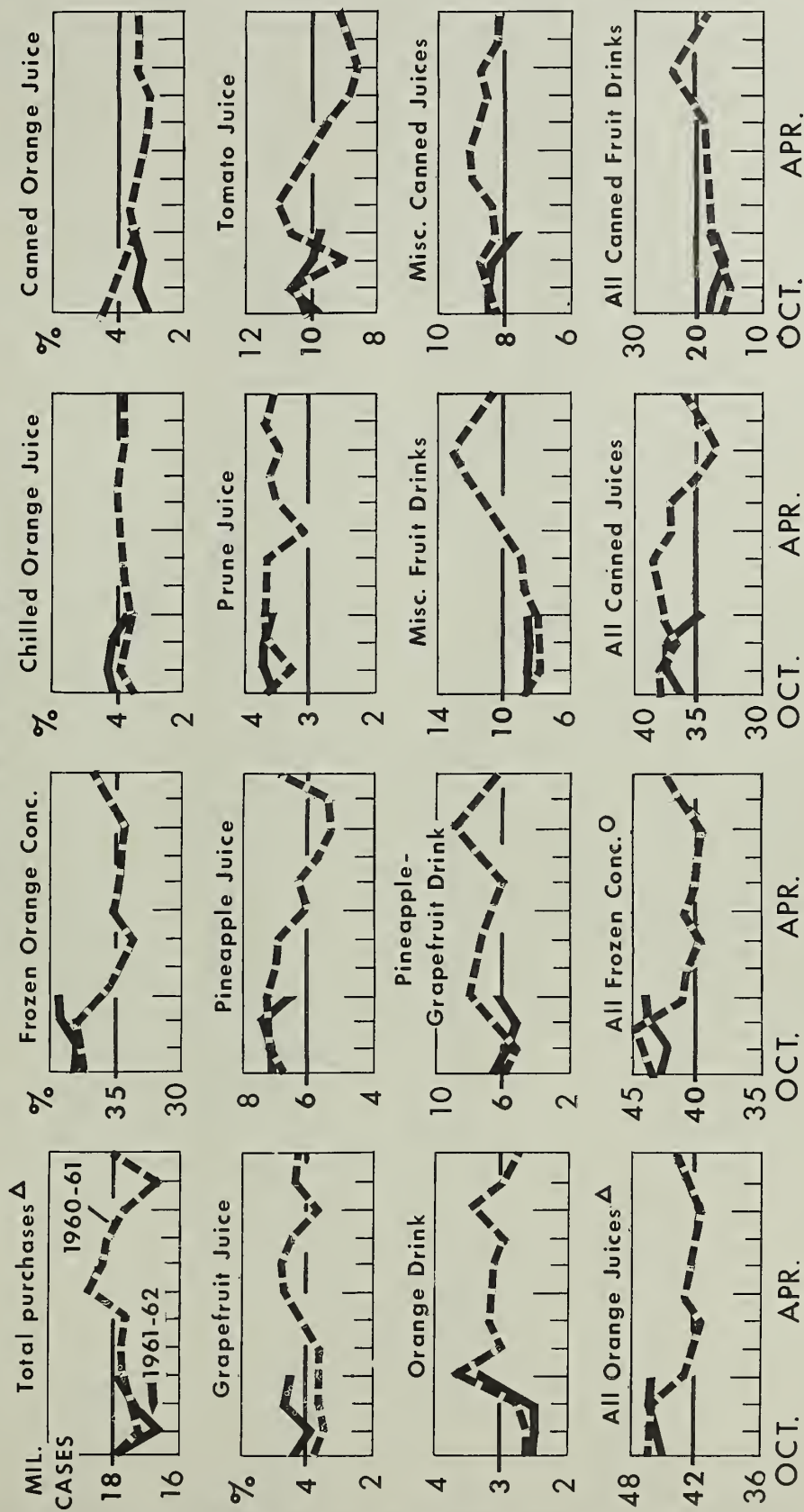


Figure 14

CONSUMER EXPENDITURES FOR JUICES AND CANNED FRUIT DRINKS BASED ON PRICES PAID FOR USUAL SIZE OF CAN

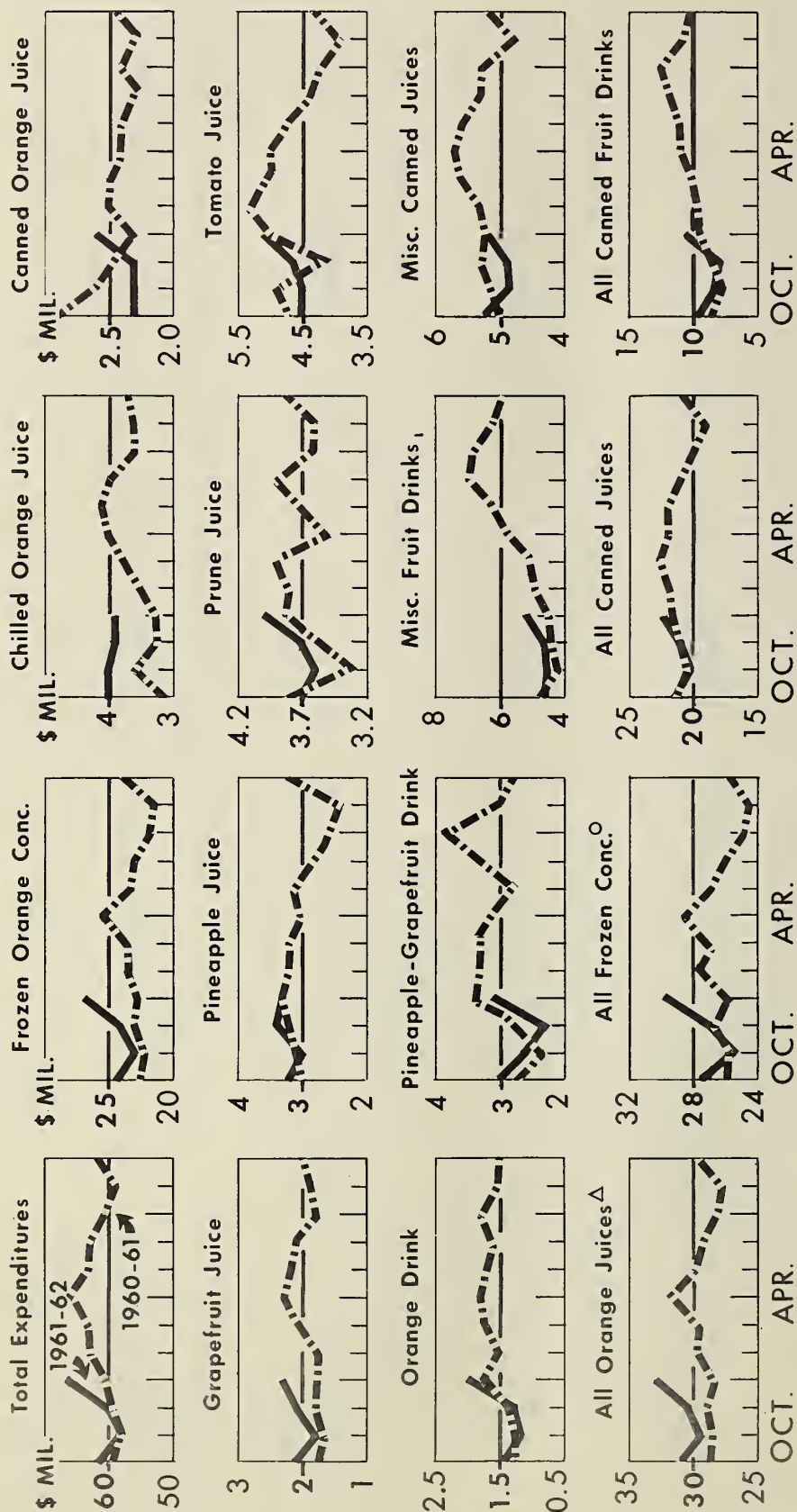


Figure 15